

Modern Principles of Advertising on Ad
Agency Case Studies

Paul Rathouz, PhD

`prathouz@uchicago.edu`

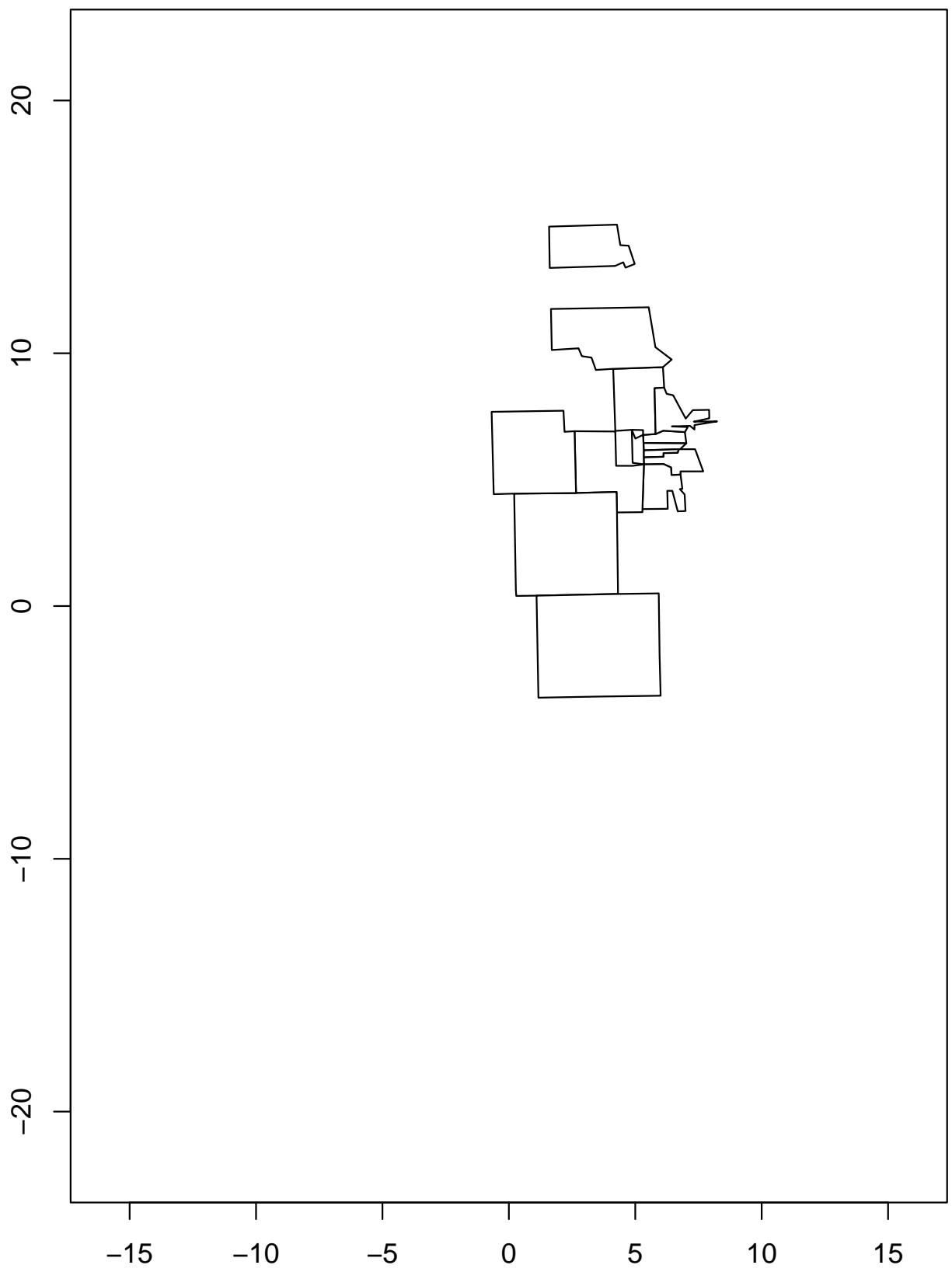
Department of Health

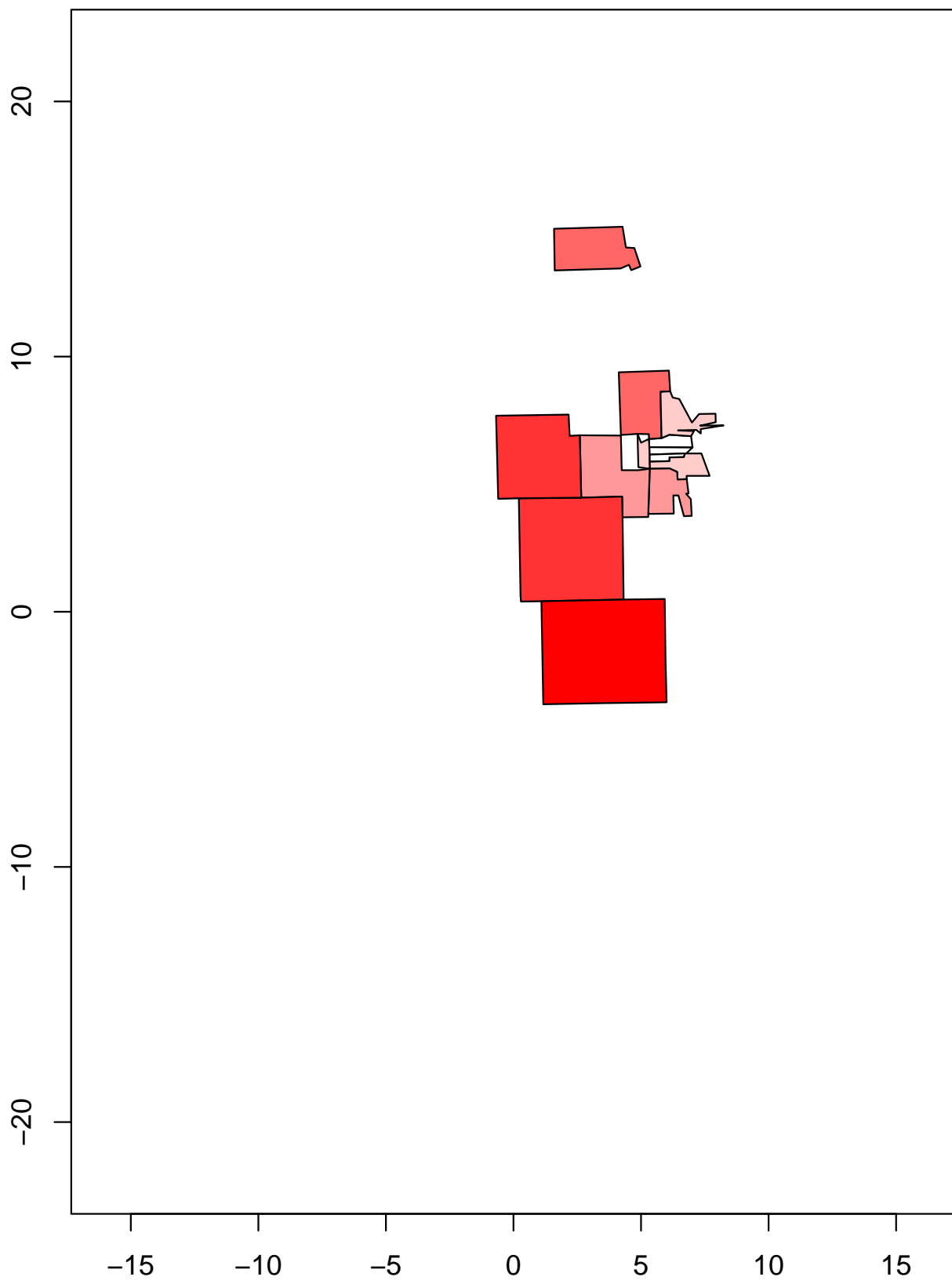
O.C
✓

City of Chicago Medicaid Data

IDPA 2 people on Medicaid in Chicago

Medicaid (IDPA) claims data





Case of Air Pollution

Ozone: 11 monitors

- Hourly ozone
- Max-8-hr average ozone
- Ordinary spatial Kriging assuming isotropy
- Matern covariance function
- Predicted values of ozone (and se) at each ZIP centroid
- Spatially resolved exposure measure!

PM10: 18 monitors

- Observations spaced 6 days apart
- Monitor and day effect ANOVA model to predict PM10 for any given monitor on any given day
- Daily average based on the fitted values

Chicago and London

Weather: Average of O'Hare and Midway:

Association of BA and A on BA in A

Why use BA (Albuterol)?

- { often-used non-steroid bronchodilators
- { specific to asthma
- { running prescriptions, quick use
- { large counts

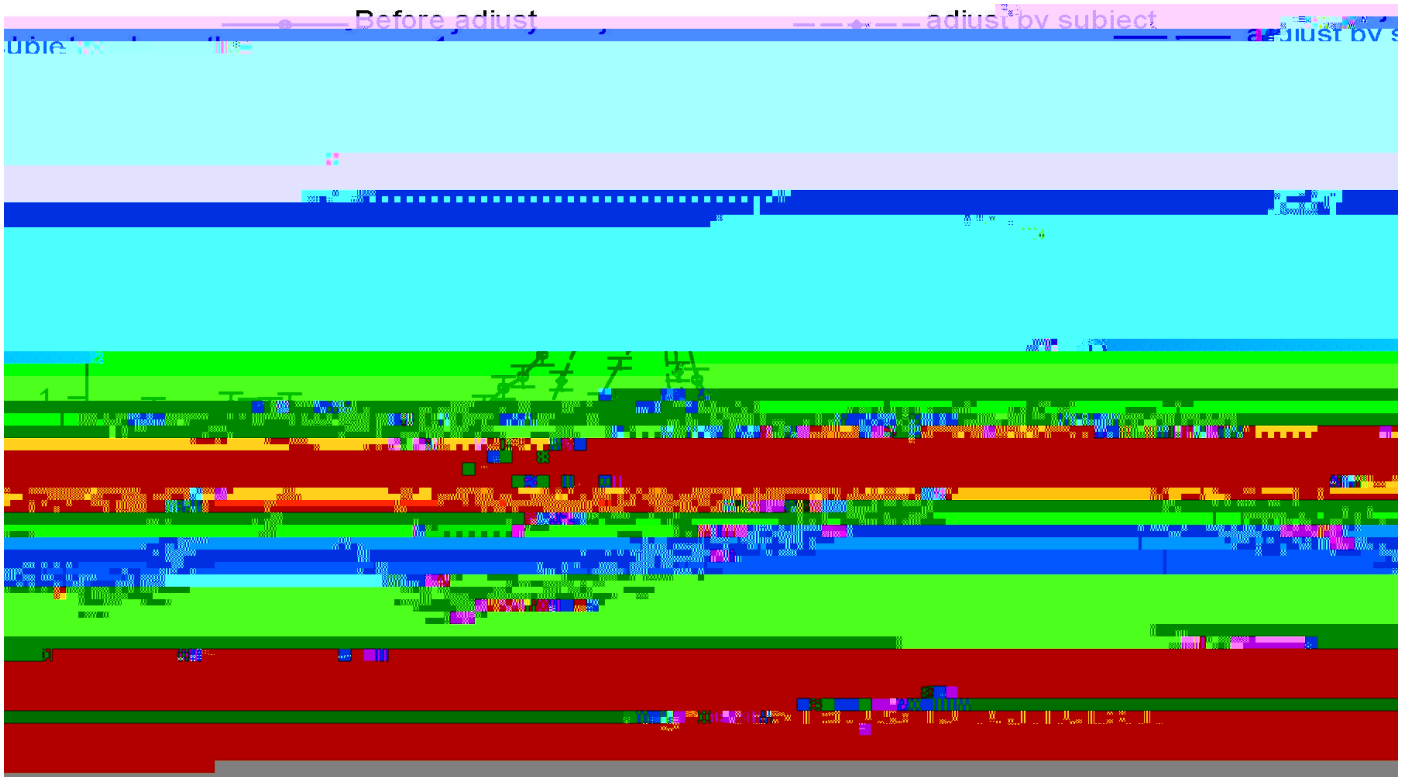
Q: Is using BA prescriptions as a marker for asthma outcome reasonable?

! Examine association between BA and hospital admits / ED visits (more traditional outcomes), defined by one or more days

Odds ratio (OR)

- { crude OR
- { subject-adjusted OR
- { subject- and time-adjusted OR

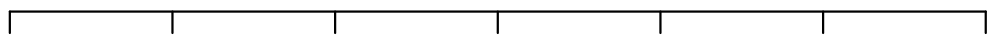
Association of ... on ... n BA and D ... o p ... Ad ...



(Note: positive lag BA before ED)

Problems with crude OR:
... Artfactually

M. pp'n s. s. d' co s. s. d, y
cod



o

observed (over space and time)

disease risk within ZIP code

predicted disease risk (given data)

point

any method of estimation in disease

description of disease incidence

... spatial interpolation

! disease risk & pop'n

place spatial epidemiologic studies in context by displaying background risk

interpret (variation in) disease risk at point versus area level

- smooth variation across areal units
- account for (differences in) sampling variability across areal units
- borrow information across units

understand areal data aggregation

improve statistical efficiency in spatial regression models

Applicable Model: A Poisson process

R is the risk at location

Then ...

$$Y_i \sim \text{Poisson}(\text{person-time} \times e^{\bar{R}_i})$$

where $R_i = \text{ave} R$ over ZIP i

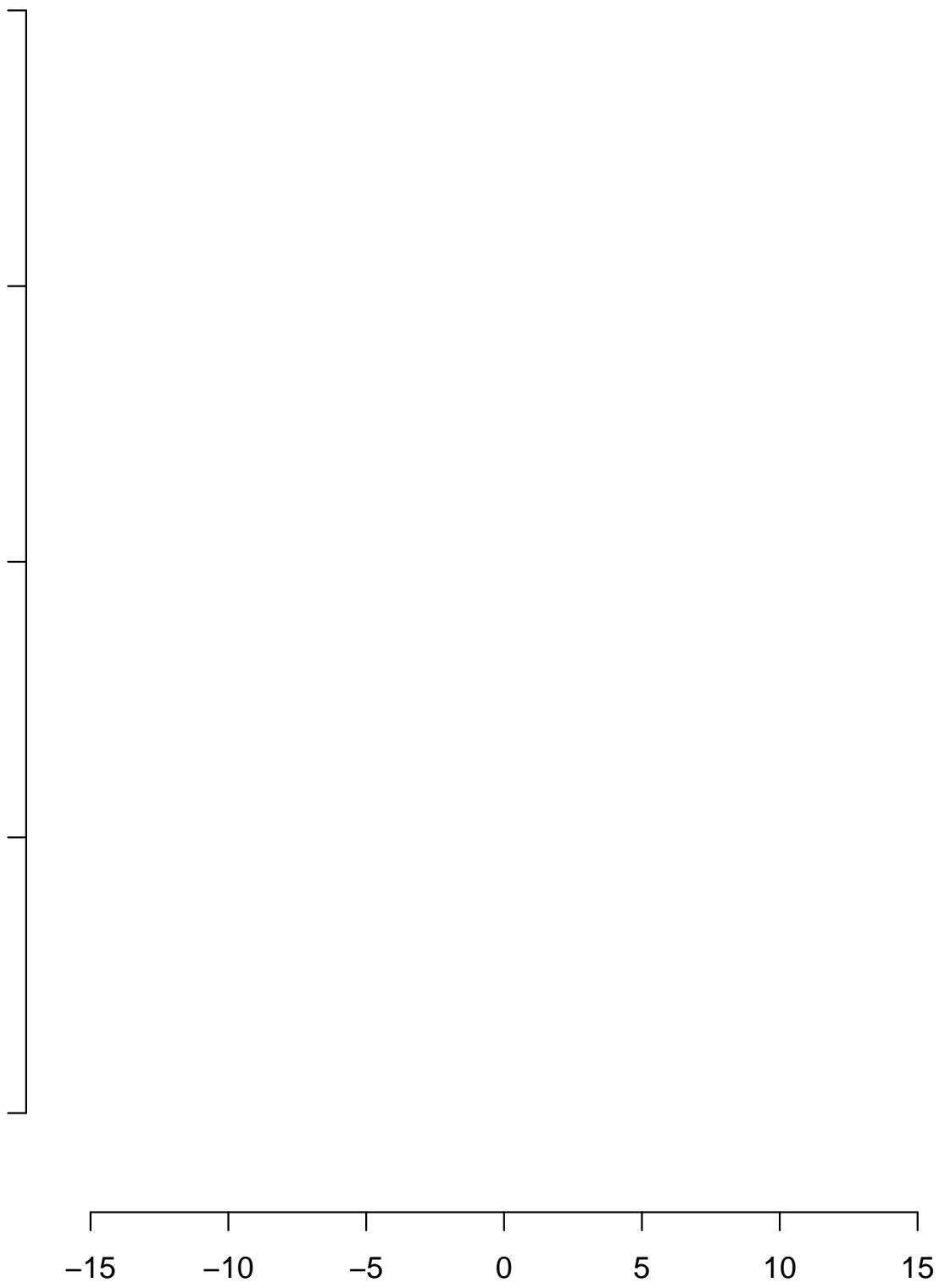
Converts point process problem in R to ZIP problem in R_i

An estimate of R_i is

$$\hat{R}_i = \left(\frac{\# \text{ events}}{\text{person-time}} \right)$$

the observed log risk in ZIP i

\hat{R}_i 's are used to predict R at every



Modeling of O₃

1. **Development of new statistical space-time models**

exploit physical models such as CMAQ

improve air pollution exposure measurement

2. **Validation of Beta-agonist as Asthma Outcome**

3. **Mapping asthma outcomes aggregated by ZIP-code**

4. **Association of O₃ with Asthma Outcomes**

5. **Association of O₃ with Asthma Outcomes**

C o n z o n A
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Vanja Dukic (Health Studies)

Dana Draghicescu (CISES, Research Associate)

John Frederick (Geophysical Sciences)

Edward Naureckas (Medicine)

Alexis Zubrow (CISES, Programmer/Analyst)

Xiaoming Bao (Statistics, MS Student)

Longitudinal Analysis of Alcohol Use

Definition

Y_{ijt} = I event, person j , ZIP i , day t
 i = ZIP; j = person in ZIP; t = day
 ij = (i) no. of ZIPs; (d) location

Statistical Model

$$Y_{ijt} = e^{R(x_{ij}) + S_{ij} + \beta' z_{ijt}}$$

where:

R is baseline log-odds ratio at

S_{ijk} all unobserved factors for person
 i, j in time "window" k

z_{ijt} covariates for person i, j , day t

Confounding controlled efficiency

$\hat{\beta}$ adjusted for spatially and within-person
 slowly-varying factors

$\hat{\beta}$ has improved statistical efficiency

M = z r m a

**Longitudinal Data Analysis
 Conditional Logit Model
 Adjusted**

**Odds ratios for Risk of BA Prescription Fill
 Conditional Logit Model**

	Odds ratio	St. Err.	Z
ozone (20ppb)	1.005	.007	0.81
pm10 (15mg/m3)	.999	.004	-0.22
log(pollen) (std)	1.009	.004	2.11
temp (5F)	.984	.003	-5.20
rel hum (10%)	.997	.003	-0.95

Average Odds Ratios across 51 ZIP Codes

	Odds ratio	St. Err.	Z
ozone (20ppb)	1.032	.022	1.47